

REMARKS

Claims 1-8, 9-18, and 32-34 are currently pending in the subject application and are presently under consideration. Claims 1, 6, 7, and 18 have been amended herein and claims 8, 19-31, and 35-52 are cancelled. In addition, new claim 53 has been added to further emphasize novel features of the invention as claimed. A listing of all claims is found at pages 2-6. Favorable reconsideration of the subject patent application is respectfully requested in view of the amendments herein.

More particularly, amended independent claim 1 (and similarly amended independent claim 18 and newly added independent claim 53) recites infer[ring] content preferences associated with a likely subset of local users that employs the information delivery system during a particular one of the plurality of time subintervals, which includes a target time period for providing a recommendation, and generat[ing] the recommendation specific to the inferred, likely subset of the local users based at least in part on the inferred content preferences and information obtained from a plurality of global users related to the particular one or the plurality of time subintervals. Thus, the claimed collaborative filtering system enables utilizing time as a proxy for inferring who is employing an information delivery system, for instance, within a household, rather than having users identify themselves. References cited in prior prosecution fail to disclose or suggest such aspects as claimed. In particular, Maissel *et al.* (U.S.6,637,029) notes that viewer identification information such as a personal identification number can be used to distinguish between multiple viewers of a common television or, if such viewer identification information is not used, then viewing information is not associated with any particular viewer. (*See* col. 11, ln. 65- col. 12, ln. 16). Moreover, neither Ferman *et al.* (U.S. 2002/0059584) nor Hopple *et al.* (US 6,519,769) overcome the deficiencies of Maissel *et al.* *vis a vis* the claimed subject matter as both are silent with regards to such claimed aspects. Accordingly, independent claims 1, 18, and 53 (and claims 2-8, 9-17, and 32-34 which respectively depend there from) are believed to be allowable. Thus, it is respectfully requested that these rejections be withdrawn.

CONCLUSION

The present application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [MSFTP161US].

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number below.

Respectfully submitted,

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